Channel

Channel Intensity

Channel Length

Exclusive Distribution

Selective Distribution

Intensive Distribution

Channels of Distribution

Producer

Ultimate Consumer

Industrial User

Middlemen

Intermediaries

Retailers

Wholesalers

Distributor

Agents

Direct and Indirect Channels

Exclusive Dealing

Tying Arrangements

Full Line Forcing

Closed Territories

Exploitation

Coercion

Slotting Allowance